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JUN 17 1994

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

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June 17, 1994

By Hand

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, DC 20554

RE: MM Docket No. 93-48
En Banc Hearing on Children's Television

Dear Mr. Caton:

On behalf of the National Association of Television Program Executives ("NATPE"), enclosed are an original and nine (9) copies of the proposed remarks of NATPE President and COO Bruce Johansen, to be delivered before the Commission's June 28, 1994 "En Banc Hearing on Children's Television Programming." A brief biography of Mr. Johansen is also enclosed. Please note that twenty-one (21) copies of this material were previously submitted to the Video Services Division on June 15.

Any questions regarding this submission should be directed to the undersigned.

Sincerely,



Michael R. Gardner
Counsel for NATPE

MRG:ra

Enclosures

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Biography of

Bruce Johansen
President and COO
NATPE International

Bruce Johansen is president and chief operating officer of NATPE International, a position he assumed in April, 1993.

Prior to joining NATPE International, Johansen served as Vice President, International Sales and Programming for Multimedia Entertainment. He joined Multimedia Entertainment in 1984 as Sales Manager of the West Coast Division and General Manager, International Syndication, and was quickly promoted to vice president.

Previously, he was Vice President, Syndication at Golden West Television where he was responsible for establishing Golden West's syndication division and overseeing the distribution of "The Richard Simmons Show" and "Woman to Woman." Prior to that, he was Western Sales Representative with Multimedia Program Productions, Inc.

In the early stages of his career Johansen held various positions with radio stations in the Sacramento and San Francisco areas; worked in the dubbing industry in Europe for several years; was General Manager of Kaiser Broadcasting's KBSC-TV in Los Angeles; and as President of Cross Country Communications, Inc., acquired and operated KQIQ AM-FM in Lemoore, California.

Johansen is a long-standing member of NATPE International and has been involved with NATPE's Conference, Futures and International Committees, among others.

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Bruce Johansen's Remarks at the FCC En Banc Hearing on Children's Television (JUN 27, 1994)

FEDERAL COMMUNICATIONS COMMISSION
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Chairman Hundt, Commissioner Quello, Commissioner Barrett, Commissioner Ness and Commissioner Chong: Thank you for affording me and, through me—NATPE's 2,100 corporate members and the thousands of others from our industry who participate each year in NATPE's Conference and ongoing events—the opportunity to speak with you today about the important issue of Children's Television.

NATPE's diverse members are highly sensitive to what affects children in our society. In fact, the industries we represent—television programmers, broadcasters, independent producers, the studios and syndicators—they have, over the years since television began, been creative and tenacious champions of television for young viewers and their families. Shows such as Captain Kangaroo, Ozzie and Harriet, Romper Room, Cosby, Mr. Rogers, My Three Sons, Family Ties—all of these shows and countless others, whether directed exclusively at children or children as part of the larger family viewing audience, have been important in helping young viewers and, ultimately, society at large to grow and prosper.

Importantly, I respectfully urge you and your fellow decision-makers in Congress to take careful note of the fact that this programming grew out of a largely flexible, enlightened regulatory environment where stifling content and quantitative regulation were not acceptable intrusions into the rich and diverse creative process that has made our industry the envy of the world. In fact, when you hopefully join us at NATPE's 1995 Convention next January in Las Vegas, you'll see first-hand the more than 13,000 exhibitors and buyers of programming from every corner of our globe who will aggressively participate in NATPE's once-a-year software marketplace offering a diverse array of video programming.

Because of NATPE's leadership role in the promotion of software—software that will ultimately program the domestic and global Information Superhighway, we at NATPE have been keenly aware of the importance of our membership's potential collective contribution through television, cable and satellite programming to the well-being of our society. We are particularly mindful of the role that programming can play with the vast audience of young viewers whose values and goals can be influenced by this pervasive medium of entertainment and news programming in our high-tech society.

Many of the women and men who are our industry leaders care mightily about social issues, whether it be the environment, the plight of the homeless and the hungry, AIDS victims—these are all terribly troubling issues that have been ventilated for the public by the software that NATPE's members have produced—even when the subject was painful or unpopular. And if you look beyond television programming at the fundraising appeals and neighborhood efforts to address these issues, you see our industry leaders at the forefront of each fight. Ours is a caring and concerned creative community in this country, and, Ladies and Gentlemen, our industry is simply not the root cause of violence in our society.

Thus, I come before you today with a message similar to what I stated at our Convention in Miami this year when we announced NATPE's five-point program for 1994. In recognizing

that we have tremendous challenges and terrible problems in our society today, the answer is not to indict television. Television is simply not the root cause of all evil in our society, and to blame it and at the same time, expect it to solve all of society's problems is to deny reality. Moreover, to burden our rich creative process with straitjacket regulations will surely inhibit an industry that can be an important tool in the rejuvenation of our troubled society, particularly among young viewers.

Now, let's talk about some concrete things that our industry can do and is doing to use our exciting medium to affirmatively influence young viewers. Several years ago, NATPE's Board of Directors was troubled by the increased incidents of bigotry in our society, and we designed and implemented a public service campaign that has since won countless awards. Particularly important in that effort was a series of animated public service spots for young viewers which has aired prominently around the country during weekend children's viewing time and during dayparts when young viewers are most likely to be before the television set.

Just last week, NATPE's Educational Foundation, which was established in 1978, sponsored a teleconferencing workshop to address ways to reduce violence on television and cable. Our June 21st teleworkshop, like other NATPE educational workshops and training efforts that take place regularly throughout the year, was broadcast via satellite to NATPE member stations and other non-member stations around the country. Broadcasters participating in this teleworkshop discussed how they are voluntarily limiting the use of news footage of violent scenes during late afternoon and early evening local news shows in order to diminish the opportunity for young viewers to see gross scenes of violence in their community. Other ideas were shared among the NATPE panelists, which included acclaimed producer Arnold Shapiro, researchers and viewers who discussed ways to better address societal concerns through self-initiated, responsible actions designed to impact the most vulnerable segment of our society—children.

NATPE has also been working with Children Now, Media Scope and other concerned groups in order to become better informed about the substantial research and insight these organizations have developed on children in our stressful society.

We are also conducting a survey in conjunction with professional consultants from Santa Barbara to directly poll youngsters from the ages of 8 through 14 as to what they think are the sources of violence in their life. As part of the five-part program we launched at the 1994 NATPE Conference, we will also hold townhall meetings during 1994 in several cities, where children and young people, rather than adults, will discuss their views on violence and identify the elements of society which have the most impact on their lives. NATPE member stations in the host cities will be part of the organizational planning and encouraged to communicate the proceedings of the townhall meetings through news programming and marketing to the publics they serve. We feel strongly that the nation's children and young people have been the unheard voices in the continuing debate over the roots of violence in society. And while politicians, educators, well-intended activists and the media have been

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prolific in their pronouncements on this issue, very little attention has been paid to the thoughts of the very people who are the subject of this ongoing discussion.

Television has been indicted but is television the real culprit? This program is intended to find the underlying causes and to serve as a catalyst to initiate thought and action on the part of our membership. Quite frankly, we're not sure that anyone has definitively established what role entertainment television, or local news, or cable television, or movies, or videocassettes, or music play in the wave of violence in our society. But as this vital debate goes on, NATPE feels that young viewers are surely the most important yet least heard voices in this whole debate and that's why we have undertaken this survey so that federal decision-makers, like yourselves, hear in an unfiltered way from young viewers as to what their thoughts are on TV violence. As soon as this survey is completed, we will share it and the results of our town forums involving children with the Commission, with members of Congress and others in the Executive Branch.

These examples of self-initiated activity by NATPE's members are but a few of the initiatives that are ongoing within our industry to provide more programming and information that is constructive as well as entertaining for young viewers. We think that it is misguided at this time to add more regulations. Rather, we urge the Commission to serve as a catalyst to further energize the vast melting pot of rich cultural and ethnic diversity that is driving the creative process in the United States. Instead of over-regulating broadcasters and programmers with content and quantitative regulations, let's advance our society's goals through improved education and motivation for young viewers by working within the current regulatory framework to promote more innovative, self-initiated actions by the entire entertainment industry.

I welcome any questions and, again, I appreciate the opportunity to share with you NATPE's current experiences with self-initiated activities to help our young viewers be their best young selves.